

Elizabeth Pakravan

3129 NE Powderhorn Pl
Corvallis, OR 97330

(541) 602-5244
elipakra@hotmail.com

PROFESIONAL EXPERIENCE

Marketing, Communications & Public Relations

Head of Marketing, Complejo Medico Santa Clara – 1992/Paraguay, a private health insurance corporation.

Achievements: Created their first Magazine with windfalls, increased customer base through loyalty campaigns and referrals, improved Customer Satisfaction through quality control training.

Magazine Editor, Paraguayan American Chamber of Commerce – 1995/Paraguay.

Achievements: Greatly improved the number of advertisers while achieving goals to make regular publications a reality.

Customer Service Manager and Public Relations Representative Vox/KDDI Corporation/ 1998-2009/Paraguay.

Achievements: Designed and launched In-House Call Center with 40 positions to provide customer service, outbound sales, collection management and surveys. Established the company as the market leader in customer care with a high level of customer loyalty and satisfaction. Developed products and services that propelled company growth despite aggressive competition in the business. Built relationships and closed joint ventures with other corporations in order to reach sales goals.

Consultant and Mentor, Elizabeth Pakravan Consultora – 2008/2015

Achievements: Creation of and improvements to multiple In-house call centers, projects to improve customer satisfaction and retention, employee loyalty, corporate quality, process development and efficiency improvement. This included implementing methods for detection of improvement opportunities, improvement of complex internal processes, establishing better communication with external services providers, reducing non quality costs, achieving sales goals, and discovery of new market niches, among others.

Business Advisor and Lecturer, SBDC and Community Education at LBCC – 2016/Current

Event Planning and Execution

General Coordinator CFB PY – 2011. First International Call Center and CRM Congress in Paraguay.

Achievements: The goal was to have 300 participants, we reached 320. Opened the market for new technology brands in the country. The event receive complete media coverage. Exceeded the number of sponsors and the profits expected.

Teaching

Lecturer - 2011/2015, UNVES (Universidad Nacional de Villarrica, Paraguay). Subjects: Theory and Practice in Advertising and Design; Internship Workshops in Communication and Broadcast Media; Theory and Practice in Communication.

Trainer – 1998/2015, Several Private and Public Companies. Subjects: Customer Satisfaction, Leadership, Personal Empowerment, Corporative Commitment, Marketing and Communication Strategies, among other topics, with more than 5,200 participants during the time period mentioned.

Coach – 2000/2015, Several Private and Public Companies. Human growth and job professional, Leadership.

As a volunteer

Member of the Board of Directors at the Corvallis Community Arts Center.

Member of the Development and Marketing Committee at the Arts Center.

EDUCATION

Bachelor in Communication Science, Universidad Nacional de Asuncion/Paraguay - 1992

TRAINING IN THE FOLLOWING AREAS

- ✓ Diploma in Marketing and Sales – Paraguay: Universidad Americana, 1997.

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- ✓ Customer Service – Paraguay: Ernst & Young, 1999.
- ✓ Comprehensive Quality Management – Paraguay: Universidad Americana, 1999.
- ✓ Strategies for Project Presentation– Paraguay: Dale Carnegie Training, 2001.
- ✓ Negotiation and Conflict– Paraguay: Coop. Universitaria, 2003.
- ✓ Documentation of Quality Systems - Paraguay: APC, 2005.
- ✓ Auditing of Quality Systems - Paraguay: APC, 2005.
- ✓ Quality Management according to ISO 9001:2000 – Paraguay: APC, 2005.
- ✓ Documentation Assurance System ISO 9000 version 2000 Quality – Paraguay: APC, 2005.
- ✓ Awareness of ISO 9000 Version 2000 – Paraguay: APC, 2005.
- ✓ Toyota Way – Paraguay: Toyotoshi SA, 2006.
- ✓ Business Protocol – Paraguay: Coop. Universitaria, 2006.
- ✓ Coaching – Paraguay: Sunergos, 2006.
- ✓ Total Customer Satisfaction – Japan: KDDI 2008
- ✓ Social Network & CRM – Paraguay: CFP/Universidad Americana, 2011
- ✓ Nonprofit Organization Board Member Training – Corvallis, OR/ Center for Nonprofit Stewardship, 2016

LANGUAGES

- ✓ Spanish (Native Language)
- ✓ English